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RJR-5710 RJR/WALMART/MCLANE DIV
WALMART

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WAL-MART STORES INC. CORPORATE OFFICES
702 S.W. 8TH STREET
BENTONVILLE, ARKANSAS 72716
PHONE (501) 274-5982
Jerry Sanders, Dept. 01 Buyer

WAL★MART

ATTN: STORE MANAGER / CIGARETTE DEPT. MANAGER
FROM: JERRY SANDERS
SUBJECT: WINSTON CARTON PROMO

***** URGENT ***** TAKE ACTION UPON RECEIPT OF THIS MESSAGE ***** URGENT *****

On Sept 4, 95 your store will be receiving a Winston promotion from McLanes. Stores will need to place a shelf over the Philip Morris check out fixture to support this promotion. Stores may have other merchandise over this rack at this time, it will need to be removed during this time period. Stores will need to remove the shelf for RJR as soon as this promotion is over. We will be using this same location for a RJR promotion in October as well. Stores will need to follow the same guidelines as listed above. It is very important to remember that this is a temporary promotion location, and not to be used on a day in day out bases. RJR will be coming in your store to assist you in putting up this promotion, any support you can give in having this location clear so they may assist you would be very helpful.

Thank you



Jerry Sanders
Dept. 01

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